

MEMORANDUM

TO: Planning Commission

FROM: Steve Regner, Senior Planner

MEMO DATE: March 20, 2019

WORK SESSION: March 27, 2019

SUBJECT: Downtown Design Project: Development Code Design Principles

EXHIBITS: Exhibit 1: Downtown Design Project Urban Design Framework Executive Summary
Exhibit 2: Development Code Design Principles

At the March 27 Planning Commission meeting, city staff will present a Downtown Design Project progress report and an overview of the draft Development Code Design Principles. Staff seeks Planning Commission questions and comments regarding the Development Code Design Principles.

BACKGROUND

The Beaverton Community Vision identifies the creation of a vibrant Downtown as a major city goal. The Downtown Design Project began in October 2017 to promote a more vibrant Downtown. Following a year of design and public engagement, City Council adopted the Urban Design Framework to function as a guidebook to direct how Downtown evolves over time. The executive summary is attached as Exhibit 1.

At its core, the Urban Design Framework provides guidance through the following components:

- **Urban Design Principles:** The principles provide the broadest, high-level guidance for how Downtown should look, feel and function in the future, including desired outcomes for new development and redevelopment; parks and open space; roads; and infrastructure improvements. (These are different than the Development Code Design Principles in Exhibit 2 because they apply to all facets of making a vibrant Downtown. The principles in Exhibit 2 are focused on development and specific physical characteristics of Downtown.)

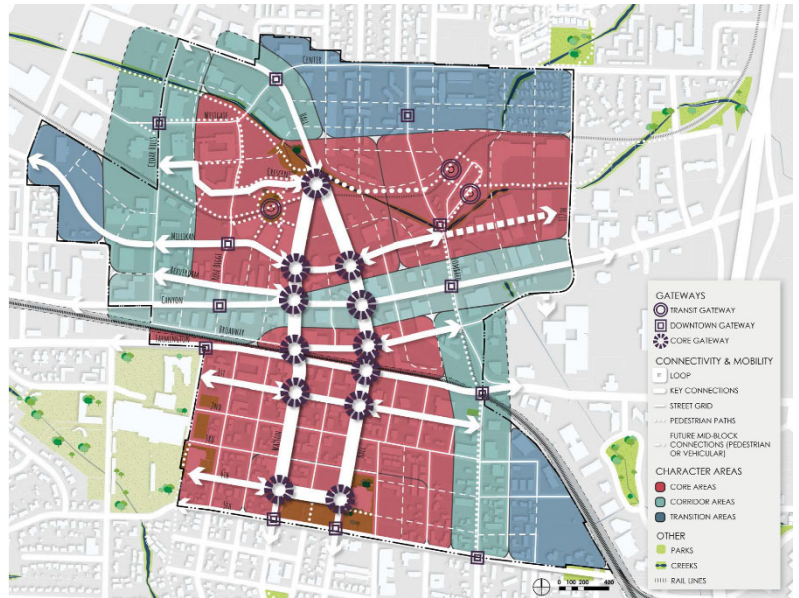


Figure 1: Adopted Urban Design Framework Composite Map, consisting of Character Areas; Connectivity and Mobility; and Gateways

- Character Areas: Based on the special characteristics or identities of different parts of downtown, the character areas are a guide to the creation of development rules that are more context sensitive.
- Connectivity and Mobility: Providing safe, comfortable, logical ways to cross barriers like busy streets are integral to linking different parts of the Downtown core.
- Gateways: Identifying desired locations for gateway features to announce arrival or departure from Downtown will help further define Downtown's location and identity.

Following City Council approval of the Urban Design Framework in October 2018, the city began Phase Two of the Downtown Design Project. Phase Two will result in the following outcomes:

- Development Code changes that encourage desired development and remove development barriers. The Development Code Design Principles are the first step in developing new code regulations.
- Design Concepts for specific streets and intersections to explore how to create safe and welcoming Downtown streets.
- An implementation strategy that establishes next steps for the City and its partners and launches programs that will contribute to a vibrant Downtown, including "early wins" that can be executed quickly.

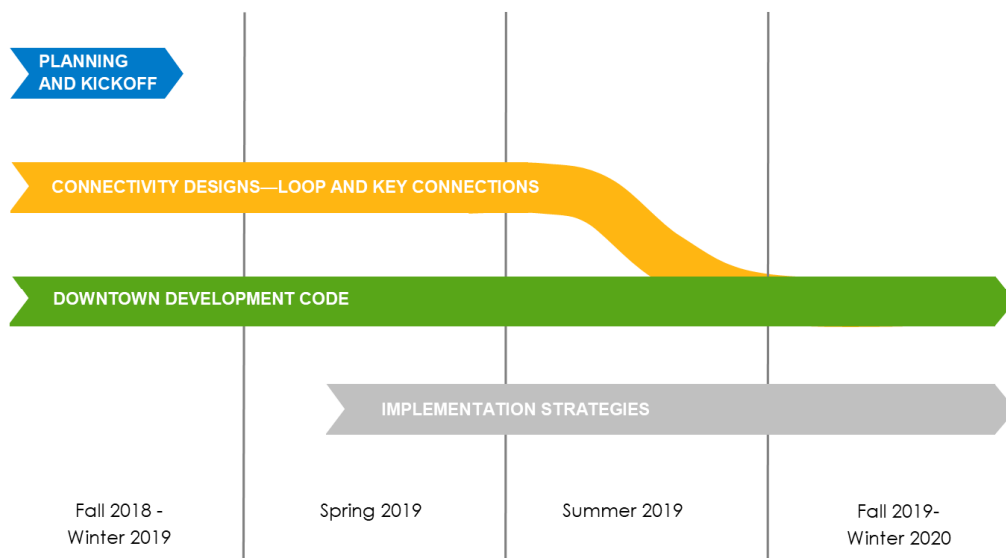


Figure 2: Phase 2 Project Schedule

DEVELOPMENT CODE DESIGN PRINCIPLES — PURPOSE

The draft Development Code Design Principles in Exhibit 2 are statements developed to shape the physical environment and future development in Downtown. They will:

- Inform which topics are regulated by the Downtown Development Code, including how Design Standards and Guidelines will address site and building design;
- Inform the intended result of the regulations, helping the city write new rules that achieve desired outcomes;
- Influence how the rules are applied, helping staff, decision makers, applicants and community members understand what the new Downtown code section is trying to achieve once it is in place; and

- Provide a through line between the Urban Design Framework and individual code provisions, ensuring the new regulations can be traced back to the desired outcomes expressed in the Urban Design Framework.

DEVELOPMENT CODE DESIGN PRINCIPLES — PROCESS

The Development Code Design Principles were presented to City Council in a work session format on February 19. Comments from the Mayor and City Council have been incorporated into the Design Principles in Exhibit 2. An online survey is open for the public to submit feedback on the Design Principles from March 15 to March 26. Feedback received from the survey will be shared with the Planning Commission at the work session.

Following city staff's presentation of the draft Development Code Design Principles, staff will ask the following questions of the Planning Commission:

- Do the draft Development Code Design Principles properly articulate the vision of the adopted Urban Design Framework?
- Are there any topics or issues not included in the Development Code Design Principles that should be addressed?
- What issues should be staff be aware of as specific development rules are being created?

NEXT STEPS

Following the work session, City staff and the consultant team will incorporate feedback from public and Planning Commission into the Development Code Design Principles. Over the next two months, staff and the consultant team will continue to develop draft Development Code rules regarding how Downtown will be divided into sub-districts, what uses will be allowed in those sub-districts and how standards should address urban form, such as through height and intensity.

Staff and the consultant team also are working on how the future street/sidewalk network can support the goals of the Downtown Urban Design Framework.

The Downtown Code Design Principles, draft street/sidewalk ideas and draft Development Code rules will be reviewed using various public engagement methods to reach stakeholders, including online surveys, advisory committee presentations, open houses, and work sessions with City Council and Planning Commission.

This public engagement is planned for May and June. Engagement also will be conducted on future Code drafts.

Staff anticipates presenting City Council with a full set of Downtown Development Code regulations for consideration of approval in early 2020. Those text amendments, along with other implementation actions recommended through this process, will be reviewed by the Planning Commission in several work sessions throughout 2019.

BEAVERTON DOWNTOWN DESIGN PROJECT
EXECUTIVE SUMMARY

Project Background

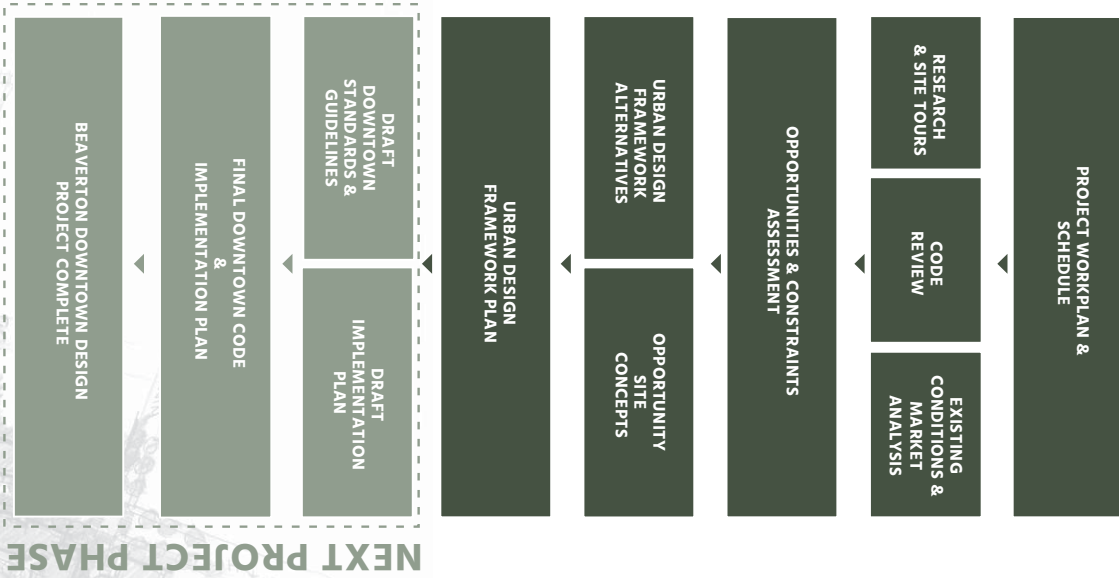
Recognized as a regional center within the Portland Metro area, the City of Beaverton is home to an expansive business base, as well as a thriving residential community. Downtown Beaverton has existing pockets of activity, including shopping, civic, and restaurant uses, but could emerge as a more prominent regional destination with a more active street life and activity.

The Beaverton Downtown Design Project is a plan to transform Downtown Beaverton into the Downtown envisioned by the community: a social, economic, and cultural heart of Beaverton. This Project builds on a robust analysis of existing conditions and opportunities and constraints to provide: an Urban Design Framework that will guide development of a vibrant and connected Downtown, updates to the Development Code to enable implementation, and an Implementation Strategy to catalyze coordinated next steps.

Project Process

The Beaverton Downtown Design Project began with extensive analysis and research of the existing conditions in Downtown. Then, following a multi-day work session and series of open houses, several alternatives for the Urban Design Framework were generated. The final and Preferred Urban Design Framework is the culmination of subsequent meetings with the public, City Leaders, and City Staff. Alongside the Framework, the Team also developed a series of opportunity site concepts to test the emerging Urban Design Framework with potential development scenarios.

A final implementation phase of work is scheduled to begin in September 2018, focusing on identifying updates to the Downtown Development Code. This work will be accompanied by an Implementation Plan to provide actionable next steps, recognizing that changes to the Development Code are just one method to increasing Downtown vibrancy.



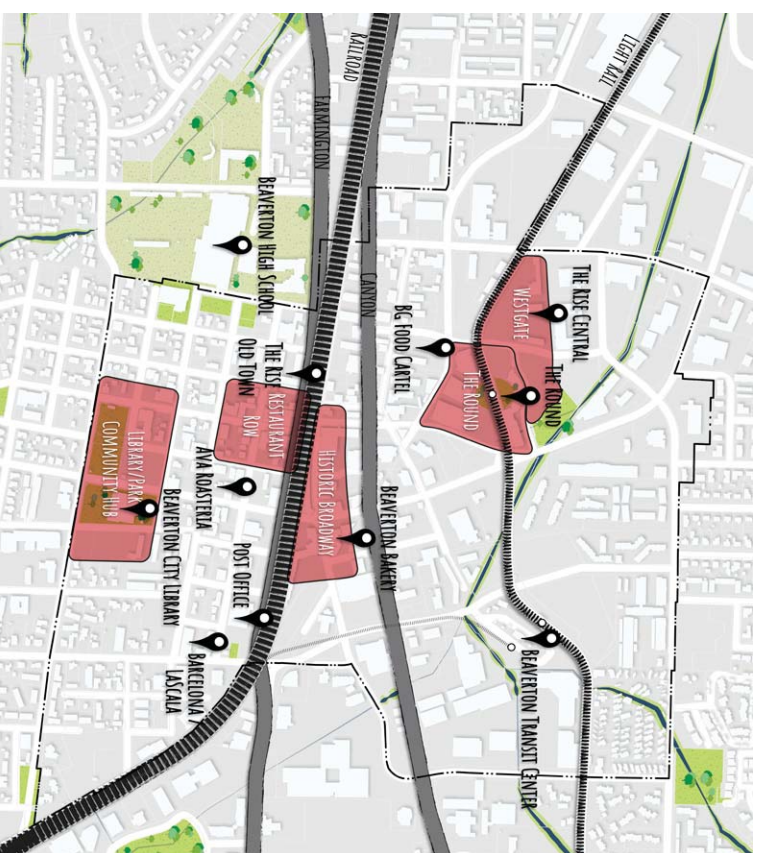
EXECUTIVE SUMMARY

Existing Conditions Analysis

The Downtown Design Project involved significant analysis of issues and opportunities facing Downtown. Some key challenges and opportunities include:

- People have different ideas about the boundaries of Downtown. Clearly defining the heart of Downtown would solidify its identity and the community's relationship with the area.
- Existing activity areas and destinations, such as the Library, Beaverton Transit Center, The Round, and various restaurant clusters, located in different areas of Downtown, can be hard to find and/or are separated by barriers such as Canyon Road, Farmington Road and the heavy rail line.
- The City's development rules in some cases limit intense, mixed-used development that would help make Downtown more vibrant. Those rules also sometimes fail to encourage quality site and building design that support streets that visitors find interesting and where businesses can thrive.
- Intense, mixed-use development often is not financially feasible because of high construction costs, so continuing and new incentives might be necessary to promote this development in the short term.

The Urban Design Framework is designed to provide a road map for the City about how to address these issues and seize opportunities to make Downtown an even more vibrant place.



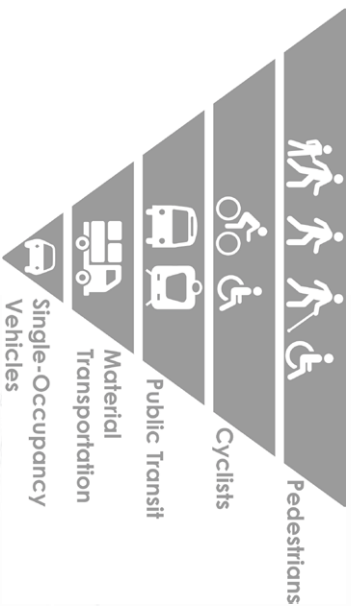
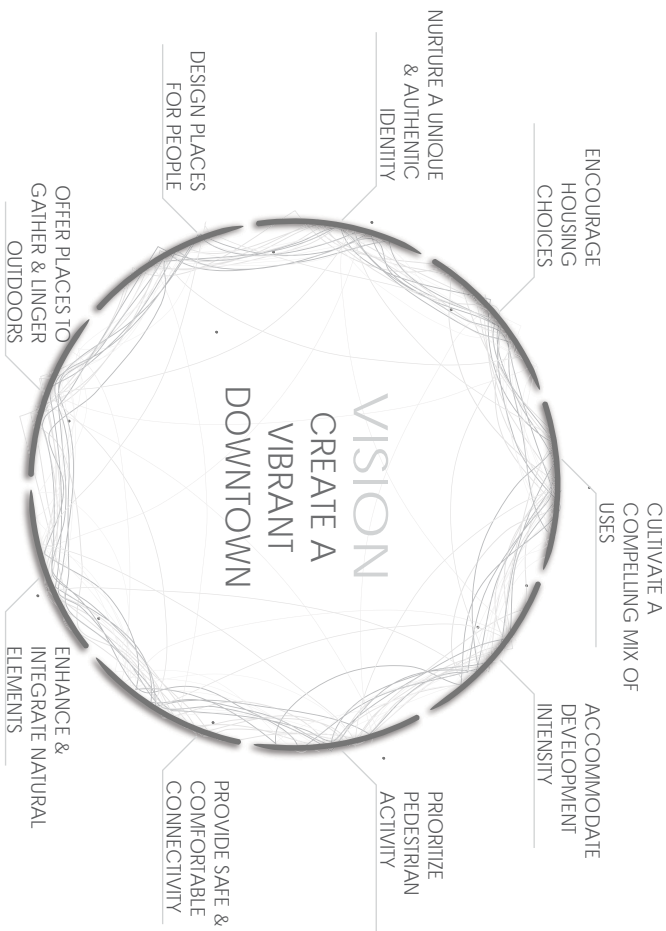
The map above illustrates the disconnected nature of activity areas (in red) and destinations (black labels) within Downtown Beaverton.

Guiding Principles

The guiding principles of this project, evolved from best practices, the community's vision and in coordination with City Staff, act as high-level guidance for redevelopment occurring in the future, and provide a touchstone for future planning and improvements.

In alignment with these guiding principles, the Beaverton Downtown Design Project recommends a paradigm shift to a pedestrian-first transit model. Prioritization of pedestrians through accommodating safe, comfortable, convenient pedestrian travel paired with visually engaging surroundings supports:

- The current desire of Beaverton residents for a more walkable Downtown,
- Successful storefronts, and
- The activity needed to catalyze vibrancy in Downtown.



Urban Design Framework

The Urban Design Framework Plan is an integrated, overarching plan comprised of three components - Character Areas, a Connectivity & Mobility Network, and Gateways - each emerging out of the community's desire for an identifiable, well-connected Downtown. The Character Areas build on existing centers of activity in Downtown and formalize these areas as distinct places within a cohesive Downtown. The Connectivity & Mobility network introduces an organizing structure for connecting existing activity centers to one another while minimizing known barriers, primarily Canyon Road, Farmington Road, and the heavy rail line. The final component, Gateways, serve as a reinforcing mechanism to identify Downtown as a distinct place within Beaverton while also acknowledging the subtle boundaries and transition areas within for better wayfinding and legibility.

The **Character Areas** articulate a vision for the character and experience of each distinct area throughout Downtown Beaverton. While not specific zoning districts, these areas have or will have their own character, style, and scale of development and will inform development as Downtown Beaverton continues to grow and evolve.

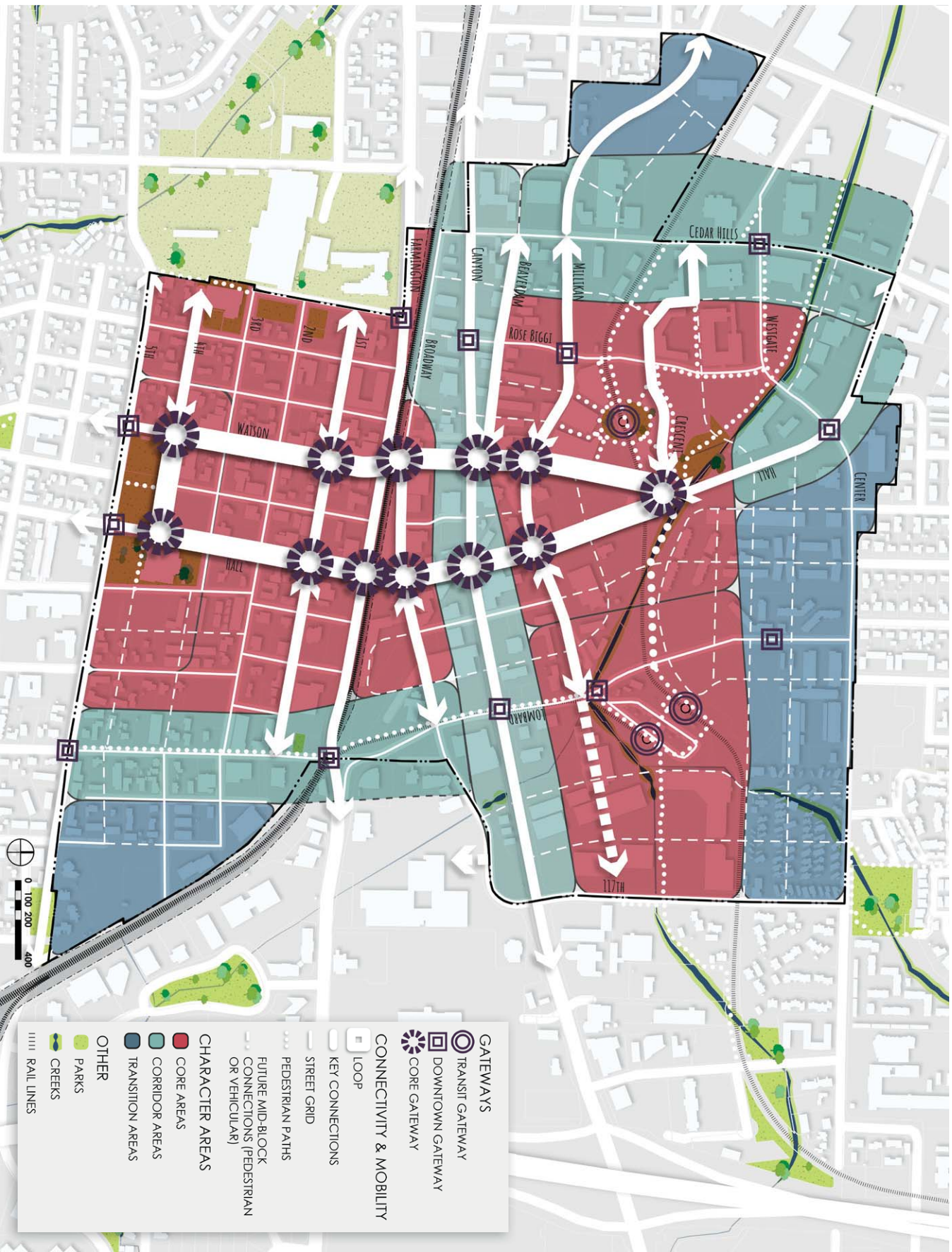
Five distinct core areas are identified, comprising the heart of Downtown. Four key corridors frame these core areas: roadways with their own distinct identity and characteristics. And three transition areas on Downtown's periphery function as a buffer between the Downtown core and surrounding neighborhoods.

An enhanced **Connectivity & Mobility** network in Downtown Beaverton formalizes an organizing structure for Downtown streets that prioritize people, provides a sense of destination to Downtown that is easy to navigate and reinforces internal connectivity.

The central feature and organizing structure of the Connectivity and Mobility Network is The Loop. The Loop will distinguish the core of Downtown through prominent bike and pedestrian enhancements, improved intersections and crossings, and a distinct palette of fixtures and materials that help identify Downtown. Key connector streets support The Loop and the movement of people inside Downtown and to potential future destination areas outside of downtown. A supporting street network, consisting of existing streets, trails, and mid-block connections, completes the Downtown street grid and reinforces a system of walkable, bikeable blocks.

Lastly, a coordinated system of **Gateways** helps reinforce and acknowledge the primary arrival and departure points of Downtown. As both public and private improvements occur throughout the Downtown area, gateways further identify and define Beaverton's Downtown, through signage, public art, distinctive architecture, and landscape features.





Next Steps

The Downtown Design Project presents a set of strategies to realize the long-term vision of Downtown vibrancy. This vision will be achieved through focused public investments and private development spanning multiple real estate market cycles. Collaboration with partner agencies and stakeholder groups will be critical to the success of these efforts. Continued engagement through advisory committees, public meetings, and stakeholder interviews will ensure the public's vision is being achieved.

Following the adoption of the Urban Design Framework, Beaverton will create new Development Code language to implement the strategies related to development intensity and quality of site and building design. The new Downtown development rules are anticipated to go into effect in late 2019.

Additionally, the City will prepare an implementation plan that includes a variety of ways promote greater vibrancy consistent with the Urban Design Framework. This plan will include short-term and long-term strategies to achieve the Community Vision of a vibrant Downtown consistent with the urban design principles described at the beginning of this document. The implementation plan will identify potential partnerships, funding sources and phasing.

Beaverton Downtown Code

Development Code Design Principles

2/22/19

Purpose

- Inform topics regulated by the Downtown Development Code: What will be in the standards and guidelines
- Inform the intended result of the regulations: Assisting the team in developing the regulations themselves.
- Inform how we apply the regulations: Assisting staff, decisions makers, and applicants understand what is trying to be achieved by the regulations as the adopted code is administered.
- Provide a through line between Urban Design Framework and individual code provision

Downtown Code Principles

1. **Design Places for People**

Promote buildings, urban open spaces and streets that are comfortable and welcoming to pedestrians. Create strong relationships among buildings, open spaces and the people walking along the street. Produce pedestrian-scaled places and streetscapes that are interesting, enjoyable, and engaging for people. Ensure Downtown is a place for everyone, including racially and ethnically diverse populations as well as historically underrepresented and underserved populations.

2. **Support an Intensely Developed, Mixed-income, Mixed-use Downtown**

Lead with housing at all income levels as a key to downtown vibrancy. Allow for a wide variety of complementary uses that encourage a critical mass of energy and activity. This healthy mix of places to work, live, gather, and recreate concentrated in an intensely developed Downtown supports a diverse population and vibrant, 18-hour-a-day activity.

3. **Promote High-quality Design**

Design sites, buildings and streets so they are quality, long-term additions to Downtown. Incorporate exterior design and building materials that exhibit permanence and quality; provide visual interest and add to people's experience of Downtown as an interesting, inviting and authentic place. Designs of sites, buildings and urban spaces help achieve all Downtown design principles whether they are traditional and unassuming or innovative and inspiring.

4. **Consider Development Context**

Consider the development context of Downtown's sub-districts and nearby buildings, taking into account massing, character, rhythm, uses, and historic significance.

Downtown welcomes innovation and design excellence, and future developments will achieve this principle while avoiding mimicry or architectural historicism.

5. Provide Safe & Comfortable Connectivity

Prioritize active transportation and other non-automobile travel to create a welcoming environment that increases social interaction, commerce, creativity and fun. Implement pedestrian-friendly designs and block lengths. Bridge pedestrian barriers. Respect the Old Town block structure and improve Central Beaverton's pedestrian and vehicular network. Promote effective and safe travel for all modes, including automobiles, trucks and transit, as part of promoting Downtown vibrancy.

6. Preserve, Enhance and Engage Nature

Healthy natural systems are part of a functional and prosperous Downtown. Preserve, enhance and engage nature and natural systems, including Downtown's creeks and trees to promote flood control, wildlife habitat, beauty and improved health for community members.

7. Incorporate Sustainability and Resiliency

Incorporate sustainability and resiliency to promote positive effects on the built and natural environment and community health. Strive for sustainable and resilient site and building designs that reduce operating costs, improve livability, and reduce impacts from natural hazards and disasters.

8. Integrate Places to Gather & Spend Time Outdoors

Create urban open spaces and stopping/viewing places, whether publicly owned or privately owned, that contribute to Downtown's livability and vibrancy allowing people to connect with nature; exercise; and socialize and play with family, pets, and friends.